

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-12 (canceled)

Claim 13 (currently amended):

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A method of directed advertising over the ~~internet~~ Internet, comprising:
applying a first database of information at a web site,
applying a second database having a multiplicity of attributes which are
unique to a given individual, applying a third database of a plurality of
advertising messages that are transmittable over the ~~internet~~ Internet,
linking the first, second and third databases to the web site,
receiving a visit to the web site over the ~~internet~~ Internet from an
individual,
determining the identity of the individual in the second database,
culling attributes for the individual from the second database based on
their identity,
selecting a message based on the culled attributes,
transmitting the selected message to the consumer over the ~~internet~~
Internet, and
transferring the information to the consumer over the ~~internet~~ Internet.

Claim 14 (currently amended):

A method of directed advertising over the Internet ~~internet~~ as claimed in

claim 13 further comprising:

- (i) selecting an additional advertising message based on the culled attributes,
- (ii) transmitting the additional advertising message to the consumer over the ~~internet~~ Internet,
- (iii) transferring additional information to the consumer over the ~~internet~~ Internet, and
- (iv) repeating steps (i)-(iii).

Claim 15 (currently amended):

A method of directed advertising over the Internet ~~internet~~ as claimed in claim 14, wherein each additional advertising message differs from advertising message previously transmitted.

Claim 16 (currently amendment):

A method of making offers over the Internet ~~internet~~, comprising:
creating a first database of information at a web site,
creating a second database of demographic information having a multiplicity of attributes for each of a plurality of individuals, each individually having an identity,
creating a third database of a plurality of advertising messages that are transmittable over the ~~internet~~ Internet,
the third database further including a vendor link for contacting over the internet a vendor sponsoring the advertising message,
linking the first, second and third databases to the web site,

receiving a visit to the web site over the ~~Internet~~-internet from an individual,
determining the identity of the individual in the second database,
culling attributes for the individual from the second database based on their identity,
selecting an advertising message based on the culled attributes,
transmitting the selected message to the consumer over the ~~internet~~ Internet,
transferring the information to the consumer over the ~~internet~~ Internet,
transmitting the vendor link over the ~~internet~~ Internet, and
connecting the consumer to the vendor when the consumer activates the vendor link.

Claim 17 (currently amendment):

A apparatus for directed advertising over the ~~internet~~ Internet, comprising:
means for applying a first database of information at a web site,
means for applying a second database having a multiplicity of attributes which are unique to a given individual,
means for applying a third database of a plurality of advertising messages that are transmittable over the ~~internet~~ Internet,
means for linking the first, second and third databases to the web site,
means for receiving a visit to the web site over the ~~internet~~ Internet from an individual,
means for determining the identity of the individual in the second

database,
means for culling attributes for the individual from the second database
based on their identity,
means for selecting a message based on the culled attributes,
means for transmitting the selected message to the consumer over the
~~internet~~ Internet, and
means for transferring the information to the consumer over the ~~internet~~
Internet.

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Claim 18 (currently amendment):

An apparatus for directed advertising over the ~~internet~~ Internet as claimed
in claim 17,
further comprising:

- (i) means for selecting an additional advertising message based on
the culled attributes,
- (ii) means for transmitting the additional advertising message to the
consumer over the ~~internet~~ Internet,
- (iii) means for transferring additional information to the consumer over
the ~~internet~~ Internet, and
- (iv) means for repeating steps (i)-(iii).

Claim 19 (currently amendment):

An apparatus for directed advertising over the ~~internet~~ Internet as claimed
in claim 18, wherein each additional advertising message differs from
advertising message previously transmitted.

Claim 20 (currently amendment):

An apparatus for making offers over the ~~internet~~ Internet, comprising:
means for creating a first database of information at a web site,
means for creating a second database of demographic information having
a multiplicity of attributes for each of a plurality of individuals, each
individually having an identity,
means for creating a third database of a plurality of advertising messages
that are transmittable over the ~~internet~~ Internet,
means for including in the third database a vendor link for contacting over
the ~~internet~~ Internet a vendor sponsoring the advertising message,
means for linking the first, second and third databases to the web site,
receiving a visit to the web site over the ~~internet~~ Internet from an
individual,
means for determining the identity of the individual in the second
database,
means for culling attributes for the individual from the second database
based on their identity,
means for selecting an advertising message based on the culled
attributes,
means for transmitting the selected message to the consumer over the
~~internet~~ Internet,
means for transferring the information to the consumer over the ~~internet~~
Internet,
means for transmitting the vendor link over the ~~internet~~ Internet, and

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means for connecting the consumer to the vendor when the consumer
activates
the vendor link.

Claim 21 (currently amendment):

An apparatus for making offers over the ~~internet~~ Internet as claimed in
claim 20, further comprising:

- (i) means for selecting an additional advertising message based on the
culled attributes,
- (ii) means for transmitting the additional advertising messages to the
consumer over the ~~internet~~ Internet,
- (iii) means for transferring additional information to the consumer over
the ~~internet~~ Internet, and
- (iii) means for repeating steps (i)-(iii).

Claim 22 (currently amendment):

An apparatus for making offers over the ~~internet~~ Internet as claimed in
claim 21, wherein each additional advertising message differs from
advertising message previously transmitted.

Claim 23 (new):

A method of directed advertising over the Internet, comprising:
applying a first database of limited access information at a web site,
applying a second database having a multiplicity of attributes which are
unique to a given individual, applying a third database of a plurality of
advertising messages that are transmittable over the Internet,

linking the first, second and third databases to the web site,
receiving a visit to the web site over the Internet from an individual,
determining the identity of the individual in the second database,
culling attributes for the individual from the second database based on
their identity,
selecting a message based on the culled attributes,
transmitting the selected message to the consumer over the Internet, and
transferring the limited access information to the consumer over the
Internet.

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Claim 24 (new):

A method of directed advertising over the Internet as claimed in claim 23
wherein the limited access information comprises student grades.

Claim 25 (new):

A method of directed advertising over the Internet as claimed in claim 23
further comprising:

- (i) selecting an additional advertising message based on the culled
attributes,
- (ii) transmitting the additional advertising message to the consumer over
the Internet,
- (iii) transferring additional information to the consumer over the Internet,
and
- (iv) repeating steps (i)-(iii).

Claim 26 (new):

An apparatus for making offers over the Internet, comprising:
means for creating a first database of limited access information at a web site,
means for creating a second database of demographic information having a multiplicity of attributes for each of a plurality of individuals, each individually having an identity,
means for creating a third database of a plurality of advertising messages that are transmittable over the Internet,
means for including in the third database a vendor link for contacting over the Internet a vendor sponsoring the advertising message,
means for linking the first, second and third databases to the web site, receiving a visit to the web site over the Internet from an individual,
means for determining the identity of the individual in the second database,
means for culling attributes for the individual from the second database based on their identity,
means for selecting an advertising message based on the culled attributes,
means for transmitting the selected message to the consumer over the Internet,
means for transferring the limited access information to the consumer over the Internet,
means for transmitting the vendor link over the Internet, and
means for connecting the consumer to the vendor when the consumer

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activates the vendor link.

Claim 27 (new):

An apparatus for making offers over the Internet as claimed in claim 26,
wherein the limited access information comprises student grades.

Claim 28 (new):

An apparatus for making offers over the Internet as claimed in claim 26,
further comprising:

- (i) means for selecting an additional advertising message based on the
culled attributes,
 - (ii) means for transmitting the additional advertising messages to the
consumer over the Internet,
 - (iii) means for transferring additional information to the consumer over
the Internet, and
 - (iii) means for repeating steps (i)-(iii).
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